

10 Dealer License

Who needs a dealer license?

Wisconsin law states, “Motor vehicle dealer licenses are required of any person, firm or corporation who: for commission, money or other thing of value, sells, leases, exchanges, buys, offers or attempts to negotiate a sale, consumer lease or exchange of an interest in motor vehicles; or who is engaged wholly or in part in the business of selling or leasing motor vehicles, including motorcycles, whether or not such motor vehicles are owned by such person, firm or corporation.”

Why are dealers licensed?

Dealers are licensed to ensure fair business competition and provide consumer protection.

If I sell my own car do I need a license?

Persons may sell up to five of their own vehicles per year, whether used for personal or business transportation, without obtaining a dealer’s license.

What are the requirements and qualifications?

An applicant must be of good character, be financially solvent, and have a permanent business location meeting specified requirements. Proof of financial solvency is accomplished by filing a \$25,000 surety bond, or \$25,000 irrevocable letter of credit with the license application. Dealers of new motor vehicles must be franchised by the manufacturer (or authorized distributor) who must also be licensed.

What is the cost of a license?

The various dealer licenses and their two-year fees are:

Type	Fee
Motor Vehicle Dealer	\$40
Recreational Vehicle Dealer	\$100
Moped Dealer	\$40
Used Car Wholesaler	\$40
Manufacturer & Distributor	\$40

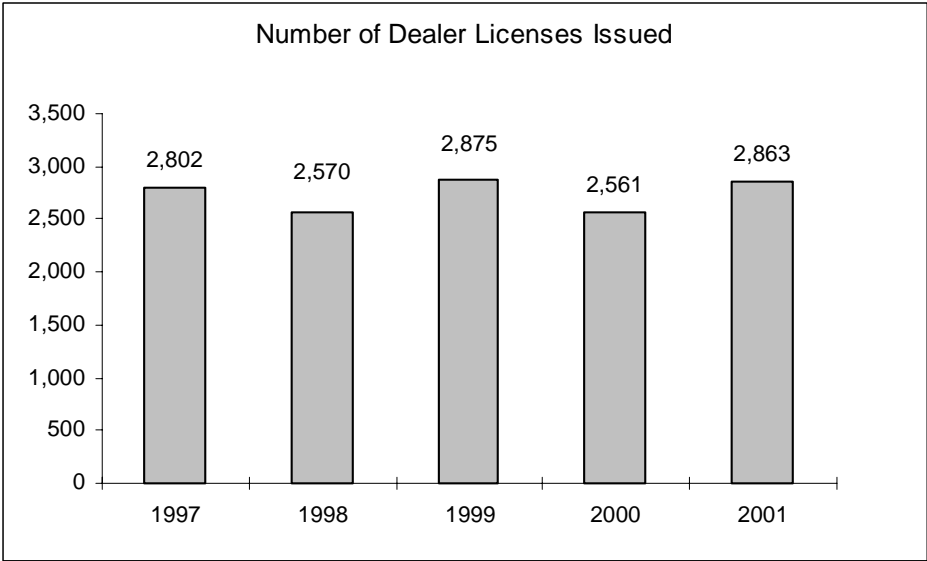
Dealer plate fees are \$150 for the first two plates plus \$10 each additional plate except as noted below:

Wholesaler Auction Dealer	\$100 (plates not issued)
Salvage Dealer	\$150 (plates not issued)

Fees are collected for two years and licenses and plates are issued for two years.

For more information contact:

Bureau of Vehicle Services
Customer Service Unit
(608) 266-1425
dealers.dmv@dot.state.wi.us



Source: Business Licensing Unit Work Statistics